



**TOURISM ADVISORY COUNCIL
DALY MANSION
HAMILTON, MT
OCTOBER 1-3, 2012**

Persons may address the Tourism Advisory Council in person at the Daly Mansion, Hamilton, MT. Persons may address the Council on any matter listed on the agenda. Matters not listed on the agenda may be addressed during the public comment period provided upon reopening of the agenda after lunch. Further information related to each agenda item, if any, can be obtained by contacting Carmen Levick, Executive Assistant, Montana Office of Tourism, P.O. Box 200533, Helena, MT 59620-0533, Phone 406-841-2873, Email CLevick@mt.gov.

COMMITTEE MEETING SCHEDULE

All committee meetings and Tourism Advisory Council meetings are open to the public.

MONDAY, October 1, 2012

- 1:00 - 3:00 pm **Audits & Applications Committee—Trophy Room**
Amber Wood-Jensen-Chair, Meg O'Leary-Vice-Chair, Bev Harbaugh, Stan Ozark, Jackie Yellowtail, Barb Sanem
- 3:15 - 5:15 pm **Tourism Research/Public Awareness Committee—Trophy Room**
Bill McGladdery Chair, Cyndy Andrus, Ed DesRosier, Kim Holzer, Gail Richardson, John Brewer, Gayle Fisher, Carol Lindseth, Diane Medler, John Laney, Jan Metzmaker, Norma Nickerson, Chrissy Oschell, Kara Grau, Katy Peterson, Sarah Lawlor
- 5:30 - 6:30 pm **TIIP Scoring Committee—Billiard Room**
Kim Holzer- Chair, Ed DesRosier, Gail Richardson, Amber Wood-Jensen, Pam Gosink, Victor Bjornberg,
- 6:30 pm **Reception with Gubernatorial Candidates**
TownHouse Inn
1113 North First
Hamilton, MT





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FINAL AGENDA

TUESDAY, October 2, 2012—Trophy Room

8:30 a.m. Call to Order, Introductions—Rhonda Fitzgerald, Chair

A. Approval of Minutes

- 1) June 4, 2012 Audits & Applications Committee Meeting Minutes
- 2) June 5-6, 2012 TAC Special Meeting via Conference Call Minutes *Action:*
Consider a motion to approve the minutes of the June 4th Audits and Application Committee meeting and the June 5-6 Tourism Advisory Council meeting.

B. Nominating Committee Report/Election of Officers

C. Tourism Advisory Council Retreat Update

D. Montana Office of Tourism (MTOT) Update—Jeri Duran, Administrator

- Montana Film Office (MFO)
- Montana Office of Tourism (MTOT)
 - Lodging Tax Revenue Reports
 - Budget/Fund Balance
 - Visitor Information Center (VIC) Report

E. TTRA Conference Report—Bill McGladdery

F. ITRR Presentation—Norma Nickerson

G. Marketing Plan Reboot—Amber Wood-Jensen

Consider a motion to approve the recommendation of the committee

H. Committee Reports

- Audits & Applications Committee—Amber Wood-Jensen, Chair
Action: Consider a motion to approve the recommendations of the Audis and Apps committee
- Regulations Committee—Amber Wood-Jensen, Chair
- Site Selection Task Force—Meg O'Leary, Chair
Action: Consider a motion to approve the recommendations of the Site Selection Committee
- Tourism Awards Task Force—Stan Ozark, Chair
- Grants Task Force—Kim Holzer, TIIP Chair
Action: Consider a motion to accept the recommendations of the TIIP scoring committee
- Tourism Research/Public Awareness Committee—Bill McGladdery, Chair
Action: Consider a motion to accept the recommendations of the TIIP scoring committee

11:45 a.m. I. Discussion with Area Legislators and Candidates

Tourism Speaks Presentation—Ed DesRosier

12:15 p.m. Lunch—Living Room— (cost is \$6)

Lunch Presentation—History of the Daly Mansion---Darlene Gould

1:30 p.m.

J. Public Comment—Trophy Room

Please state your name and where you are from. This is the time to comment on matters falling within the purview of the Tourism Advisory Council. There will also be an opportunity for public comment on each agenda item.

K. Gold West Country/Russell Country Name Changes

—Gayle Fisher, Sarah Bannon, Regional Directors

Action: Consider a motion to recognize Gold West Country & Russell Country name changes

L. Tourism Partner Preview of 2013 Legislature—Bill McGladdery/Stam Ozark

A look at the 2013 tourism legislative issues

—Mary Paoli, Voices of Montana Tourism

—Drew Geiger, Lobbyist, Tourism Matters to Montana

—Sandra Johnson-Thares, Montana Lodging and Hospitality Association

—Chas Van Genderen, Administrator, Montana State Parks

M. Montana Tribal Tourism Update—Jackie Yellowtail

N. Media Training Workshop

—Mary Paoli, Voices of Tourism

—Sarah Lawlor, Public Relations Manager, MTOT

Reception—Immediately following the meeting—“Taste of the Bitterroot” / “Back in Time”

(Local food vendors, tours of the Daly Mansion and entertainment showcasing the Bitterroot’s Scottish Irish Heritage)

Hosted by the Town House Inns, Glacier Country Tourism & many local businesses in the Bitterroot Valley

WEDNESDAY, October 3, 2012—Trophy Room

8:00 a.m.

Call to order

A. Consumer Advertising Report—Katy Peterson, Marketing Manager, MTOT

B. Strategic Plan—Open Window Consulting

—Rhonda Fitzgerald

—Victor Bjornberg, Tourism Development & Education Manager, MTOT

C. New Business

- Suggest future speakers

D. Next Meeting

- February 4-6, 2013—Helena
- June 3-5, 2013—Kalispell

E. Adjournment

Note: Other than the meeting starting time, any time listed is approximate and agenda items may be rearranged. Action may be taken on any item listed on the agenda. Public comment is welcome on all items.

The Montana Office of Tourism makes reasonable accommodations for any known disability that may interfere with a person’s ability to participate in state government. Persons needing accommodations must notify Carmen Levick no later than September 26, 2012 to allow adequate time to make needed arrangements. You can call (406) 841-2873, fax (406) 841-2871, or write to the Montana Office of Tourism, PO Box 200533, Helena, MT, 59620 to make your request.

